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ABSTRACT

This retail florist unit guide is provided to help teachers teach units on sales of floral products and maintenance and delivery in a floral shop. Topics covered in the selling unit are basic mathematics; taxable items; sales etiquette; types of floral products; telephone etiquette; order form information; wire service regulations; care of floral products; markup/pricing requirements; price, occasion, and placement considerations; familiarity with credit systems; and floral product uses. The maintenance and delivery unit covers wrapping methods, delivery slip information, safety rules for driving, delivery planning, attitude, loading/unloading delivery items, maintenance procedures, exterior/interior maintenance, vehicle safety, required plant environment, contents of order, and storage/display requirements for various plant types. The materials in the units include information sheets illustrated with line drawings, lesson plans, learning activities, evaluation checklists, quizzes, and tests with answer keys. (KC)

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RETAIL FLORIST

Selling the Floral Product Maintenance and Delivery

This material was prepared by:

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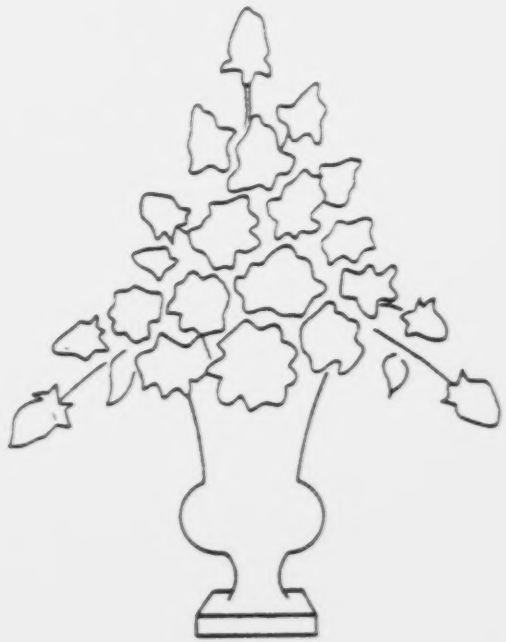
Selling the Floral Product

WHAT TO KNOW?

- Basic mathematics
- Taxable items
- Sales etiquette
- Types of floral products
- Phone etiquette
- Order form information
- Wire service regulations
- Care of floral products
- Mark-up/pricing requirements
- Price, occasion, and placement considerations
- Familiarity with credit systems
- Floral product uses



WHAT TO DO?

- Cash register functions
- Greet customer
- Suggestions to customer
- Take order by phone
- Send order
- Price arrangements
- Question customer to identify needs and wants
- Operate machine and form for credit payment
- Show uses of floral product

WALK-IN TRADE

Advantages:

1. Should be encouraged
2. Encourages the sale of impulse and accessory items
3. Gives the customer a clearer picture of the product that is being purchased

Greeting the Customer:

1. Acknowledge a customer, even if you are waiting on someone else
2. Do not keep the customer waiting needlessly
3. Do allow the customer to browse without feeling pressured to buy
4. Be friendly - make the customer feel at ease

Identifying the Customer's Needs and Wants

1. If a customer knows exactly what he/she wants, fill the order promptly.
2. Many customers need advice on deciding what to buy
3. The salesperson must have knowledge of flowers, plants and their prices when possible, it is advantageous to have the price of an item displayed
4. Find out if the occasion is a special one
5. Find out where the floral product will be used. Example: If the customer is buying an arrangement, find out where it will be used. If the customer is buying a corsage, find out the color of the dress or outfit
6. Suggest items within a wide price range

Giving Information:

1. Educate the customer about the care of the cut flowers or plants you are selling
2. Give suggestions on which flowers to use in an arrangement - be descriptive and try to create a picture of the finished floral product in the customer's mind

Explain and Demonstrate:

1. Show the customer the flower wanted - if possible, take the flower out of the cooler so the customer can view it more closely and smell its fragrance.
2. Show the customer pictures of possible arrangements - FTD, Teleflora and Florafax all have books of arrangements
3. Display posters which feature special arrangements or 'cash-&-carry' specials
4. Suggest accessory items
5. Do not overlook the opportunity to sell plants
6. A successful salesperson practices 'upselling.' 'Upselling' means selling more to the customer than the customer had originally planned on buying. Example: Selling a $20 arrangement to a customer who had originally planned to spend $15.
7. To be successful at upselling, the salesperson must be enthusiastic, descriptive, and eager to please the customer. Never try to pressure a customer into buying.

Completing the Sale:

1. Make sure the order blank is complete
2. Write clearly so the designer will immediately understand the order
3. Make sure the customer's card is attached to the order
4. Double check the order - if it is to be delivered, make sure the customer's name, address, and telephone number are on the order blank as well as the person to whom it is being sent
5. Make sure the address can be delivered to - a florist cannot make deliveries to a post office box - also make sure the address is in an area or town to which you deliver

Collecting Payment of Sale:

1. There are many systems and types of cash registers
2. Be very familiar with the type cash register you are using
3. If cash register does not figure sales tax automatically, use tax chart to figure tax
4. Sales tax is not figured on delivery or service fees
5. Steps in cash payment:
   a. ring up sale
   b. collect payment from customer
   c. figure the correct change the customer will receive
   d. count correct change back to the customer
   e. give the customer the sales receipt
6. Steps in major credit card payment:
   a. ask for credit card
   b. complete credit card sales slip
   c. have customer sign sales slip
   d. ring up sale
   e. return credit card to customer
   f. give copy of sales slip to customer

7. Steps for florist's own credit system:
   a. check records to see if customer has an account
   b. make sure payments on account are current befor extending credit again
   c. obtain current address and phone number from customer

Advantages of Extending Credit:

1. It brings in more sales
2. Increases unit sales
3. Increases store traffic
4. Develops customer loyalty
5. Increases profits
6. Makes telephone sales easier

Disadvantages of Using Major Credit Cards for Extending Credit:

1. Extra paperwork is created
2. Percentage of sale is paid to credit card company

Disadvantages of Florist's Own Credit System:

1. Extra paperwork
2. Expense of preparing and mailing bills
3. Risk of not collecting payment

Procedure for Opening New Accounts on Florist's Own Charge System:

1. Charge account procedures vary among florists
2. Florists should develop a policy and adhere to it
3. Many florists require customers to pay cash for first item purchased
4. Many florists do not permit wire orders to be charged on first charge order
5. Most florists require customer to fill out a credit application form

CREDIT APPLICATION FORM

1. Name of person to be billed _____

   Address _____

   City, State, Zip Code _____

   Telephone Number _____

2. Place of employment of customer or spouse _____

   Address _____

   Telephone Number _____

   How long employed here _____

3. Will you pay your bill on time?

4. Have you shopped here before?

5. Who recommended shop?

6. 2 credit references.

TELEPHONE ORDERS

Reasons for Taking Telephone Orders:

1. They are an important part of the florist's sales program
2. Many florists depend on telephone orders for a majority of their orders

Good Telephone Manners:

1. Answer the phone on the first ring
2. Identify the floral shop and yourself
3. Speak clearly and treat the customer courteously
4. Know what flowers and plants are available as well as their prices
5. Keep a price list near the phone
6. Suggest any specials which may be available
7. Be descriptive - remember the customer is not seeing the floral product
8. Place the customer 'on hold' if you must leave the phone - remember to excuse yourself first
9. Be sure to spell all names and addresses correctly
10. Don't forget to ask the delivery time and occasion
11. Read the order back to the customer to make sure everything is correct
12. Tell the customer you will take good care of the order
13. Let the customer hang up first

WIRE ORDERS

Outgoing Orders:

1. Look up the city where the order is being sent in the appropriate wire book directory
2. Select a florsit in that city
3. Write down the florist's name, wire number, and telephone number on the order form

Telephone Conversation with the Other Florist:
(Jim telephones the other florist with an FTD order)

Jim: Hello. I have an FTD order for you.
Betty: Thank you. Go ahead please.
Jim: We are Jim's Florist in Flowerton, Illinois. Our FTD number is 142135
Betty: OK
Jim: This is going to Kathy Rosington.
Betty: Is Cathy spelled with a K or C?
Jim: Kathy is spelled with a K. The address is 106 Cherry Tree Lane, there in Flora.
Betty: All right.
Jim: We would like a long and low centerpiece using spring flowers for $20. Is that possible?
Betty: Yes. When would you like that delivered?
Jim: We'd like that delivered on Saturday, April 2. Can that be delivered in the morning?
Betty: No, we only deliver in the afternoon.
Jim: OK; on a birthday card, we would like the message "Have a happy 25th birthday! Love, Mom."
Betty: We'll take care of that for you. My name is Bett
Jim: Thank you, Betty. This is Jim.

Points to Remember During a Wire Order Conversation:

1. Speak clearly and slowly, spell anything that could be misspelled
2. Remember to give delivery date and message for the card
3. Ask for the person's name that you are speaking with
4. Be courteous and friendly

ACTIVITIES:

1. Customer/salesperson role playing
2. Cash register/change lesson
3. FTD phone orders

Optional Activities:

1. Correct change worksheet
2. Tele-trainer lesson

ACTIVITY # 1

The students will work on this activity in pairs, which will consist of students role playing the parts of a customer and a salesperson. (Initial customer requests are included with unit . Salespersons responses are not included.) Using the included customer requests, conduct a scene of "Selling the Floral Product" as it would take place in a floral shop. The salesperson should suggest all possible alternatives to the customer's request and correctly fill out an order blank.

This activity should take place in front of the class. Each student should have the opportunity to role play both the part of the customer and salesperson. The class should discuss each role playing situation.

ACTIVITY # 2

Obtain cash register (if possible) and have students practice making change using real or play money.

ACTIVITY # 3

Have students practice telephoning FTD orders. Students can work in pairs. Have students make up their own order information.

ACTIVITY #1: CUSTOMER REQUEST SHEET

Customer 1: I want something pretty to take to my niece in the hospital, but I can only spend $5. What can I get for that?

Customer 2: Our office Christmas party is next week. We want 10 one-carnation corsages. We want the carnations tinted to match everyone's dress. Can we have a discount? Why or why not?

Customer 3: I don't like flowers. They are so expensive and they just die anyway, but I do have to send something to my mother in California for her birthday. What can I send?

Customer 4: I want to get something for my boyfriend for Christmas. What can I send an 18 year old guy?

Customer 5: I know you close in five minutes, but I'm desperate. I forgot our wedding anniversary. My wife will be so disappointed if I don't get her anything. What can you do for me?

Customer 6: My grandpa is in the hospital. He's very masculine and loves to hunt and fish. What can I send him?

Customer 7: Our niece is getting married and we need a centerpiece for the bridal shower luncheon that we are giving her. Her colors are pink and white. What should we get?

Customer 8: Our daughter just had a baby boy! He's our first grandchild. We want to send her flowers. Any suggestions?

Customer 9: What do you mean you don't have any red roses. It's Valentines Day! What do you expect me to get my girlfriend?

Customer 10: I want to get my mother a blooming plant for Mother's Day. Any suggestions?

Customer 11: I love plants but we don't have much room. My kitchen is really sunny. It has windows on the south and east. What kind of plant can I get that won't grow too big?

Customer 12: My father just died and we children want to get a casketpiece. The casket is gold and he will be wearing a brown suit. What do you suggest?

Customer 13: I want to take my girlfriend some flowers. I can't spend very much, but I want her to know I'm thinking about her. What can I buy her?

Customer 14: What can I get my dad for Father's Day?

Customer 15: I'd like to send an altar bouquet to my church for Easter Sunday. Can you help me decide what to send?

Customer 16: I want to send something special to my boyfriend's parents for Christmas. I can't spend over $15. What can I send them?

Customer 17: I want to order something for my girlfriend for prom, but I don't know what to get. Which do girls like best--nosegays, corsages, or wrist corsages? Her dress is a green print, I think.

Customer 18: I want to get a boutineer for my boyfriend for prom. I want to get something that no one else will have. What can I get?

Customer 19: Our club is having a banquet. We need a centerpiece for the head table. We don't want it too large or too expensive. What can we get?

Customer 20: I've got a plant at home that's dying. I bought it here last week. It's really unusual--it has some white cottony splotches on it.

Optional Activity #1

Have students solve problems on following worksheet.

WORKSHEET

Figure the correct change that the customer will receive on the following problems. Answer the problems by telling the exact number of coins or bills that are needed to give the proper change. The first one has been done for you.

1. Total sale is $2.61 and the customer gives you a $5 bill.

   Correct change is:
   4 pennies
   1 dime
   1 quarter
   2 dollar bills

2. Customer gives you $10.01 for a $3.51 sale.

3. Customer gives you $50 bill for $32.50 sale.

4. Customer's bill totals .64¢ and he/she pays you with a dollar.

5. Customer buys a plant that costs $12.50 plus .63¢ tax. The plant is to be delivered and the delivery charge is $2.00. The customer gives you a $20 bill. What is the correct change?

6. A lady is sending flowers to Hawaii from Illinois. She is sending a $25 dollar arrangement. The florist charges a $2 service fee to cover telephone and handling expenses. The tax on $25 is $1.25. The customer pays with a fifty dollar bill. What is her change?

7. A customer purchases the following items:

1 planter	- 12.50
2 African violets	- 10.00
centerpiece	- 17.50

Tax is 5% of the purchase. How much does the customer owe you?

8. If a customer gives you $14 dollars for a $12.50 arrangement, how much change do you owe the customer?

9. The customer's bill totals to $13.26. You are paid with $15.01. What is the customer's change?

10. The total bill is $102.95. The customer pays you with 6 $20 bills. What is the total change that the customer will receive?

11. The customer gives you a 5 dollar bill, a $2 bill, a dollar bill, and a half dollar for a $10.50 bill. How much change do you owe?

Optional Activity #2

Tele-trainers may be available at your local phone company. Reservations usually are needed several weeks in advance.

WORKSHEET ANSWERS

2. 2 quarters
   1 dollar bill
   1 five dollar bill

3. 2 quarters
   2 dollar bills
   1 five dollar bill
   1 ten dollar bill

4. 1 penny
   1 dime
   1 quarter

5. 2 pennies
   1 dime
   3 quarters
   4 dollar bills

6. 3 quarters
   1 dollar bill
   1 twenty dollar bill

7. $42

8. 2 quarters
   1 dollar bill

9. 3 quarters
   1 dollar

10. 1 nickel
    2 one dollar bills
    1 five dollar bill
    1 ten dollar bill

11. None

QUIZ

True-False

1 pt. _____ 1. Walk-in trade should be discouraged, since it is easier to talk to the customer on the phone.

1 pt. _____ 2. Many florists depend on telephone orders for a majority of their orders.

1 pt. _____ 3. "Upselling" is a way to get the customer to spend $10 for a $7 product.

Listing

4 pts. 4. List 4 advantages of extending credit.

2 pts. 5. List 2 disadvantages of using major credit cards when extending credit.

2 pts. 6. List 2 disadvantages of a florist having their own credit system.

5 pts. 7. List 5 things to remember while taking telephone orders.

4 pts. 8. A customer buys one rose for $2.00, one azalea plant at $17.50, and two green plants that cost $1.50 each. Tax on these items is $1.13. The customer gives you a twenty dollar bill and a five dollar bill. What is the customer's change?

10 pts. 9. Take this customer's order:

Customer: I want 6 pink roses (boxed) to be delivered to my aunt on Saturday, the 24th. It's her birthday, so make them look really nice. Just put "Love, Anne" on the card and if you can, deliver that in the morning. Her name is Daisy Smith and she'll be at work on the first floor of Memorial Hospital. Send the bill to me at 502 Roselawn, Flora. My phone # is 742-6666.

KEY TO QUIZ

1. False
2. True
3. False

Students should list 4 out of 6

4. It brings in more sales.
   It increases unit sales.
   It increases store traffic
   It develops customer loyalty.
   It increases profits.
   It makes telephone sales easier.

5. Extra paperwork is created.
   Percentage of sales is paid to credit card company.

Students should list 2 out of 3

6. Creates extra paperwork
   Expense of preparing and mailing bills
   Risk of not collecting payment

7. Answer phone on the first ring.
   Keep a price list near the phone.
   Identify the floral shop and yourself.
   Know what flowers and plants are available, as well as their prices.
   Place the customer "on hold" if you must leave the phone. Remember to excuse yourself first.

8. 2 pennies
   1 dime
   1 quarter
   1 dollar

9.

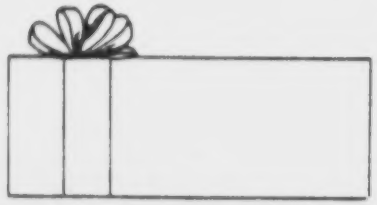
Maintenance and Delivery

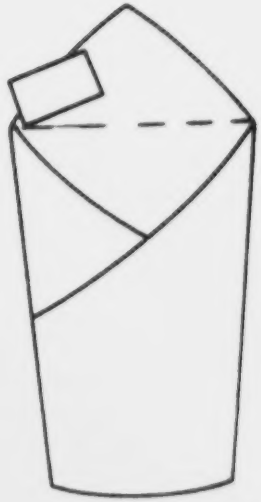
WHAT TO KNOW?

- Wrapping methods
- Delivery slip information
- Safety rules for driving
- Delivery planning
- Attitude
- Loading/unloading delivery items
- Delivery procedures
- Condition of delivered items
- Maintenance procedures
- Exterior/interior maintenance
- Vehicle safety
- Required plant environment
- Contents of order
- Storage/display requirements for various plant types

WHAT TO DO?

- Wrap according to type of material
- Wrap to prevent damage
- Write up delivery slip
- Attach delivery slip
- Licensed driver
- Read a map
- Compose a routing sheet
- Project a clean, neat appearance





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Project friendly, courteous attitude
Load for delivery sequence and prevention of damage
Write up delivery slip
Interpret delivery slip
Delivery of hospital, funeral home & COD orders
Handling of non-deliverable items
Make change
Keep accurate records
Make minor repairs to floral products
Keep work area swept and organized
Keep items to be delivered in common area

MAINTENANCE OF THE WORK AREA

The main goals in maintaining the work area:

1. To give a neat, clean appearance
2. To provide clean conditions for plant materials and supplies
3. To keep all materials and supplies conveniently located
4. To provide safe working conditions

THE COOLER

Reasons to keep the cooler clean:

1. Prolong life of stored plant material
2. Give neat, clean appearance
3. Provide convenient placement of materials

To keep coolers clean and organized:

1. Sweep out debris daily
2. Clean display cooler glass frequently
3. Place order plant material at front of cooler to be used first

4. Place taller plant material to rear of cooler
5. Group flowers by color and type
6. As plant material is removed, place remaining material in smaller containers
7. Do not crowd plant material in buckets, or buckets within the cooler

To keep flower buckets clean:

1. Remove dead or unusable material and debris daily
2. Check water level daily and add fresh water as necessary
3. Add floral preservative as needed
4. Clean buckets with Chlorox or other detergent between uses
5. Rinse buckets thoroughly and store dry

THE WORKROOM

An efficient workroom has:

1. A storage refrigerator
   a. often the back section of the cooler
   b. walk-in type with maximum storage space
2. Work or design tables
   a. convenient height
   b. 3' x 5' is sufficient size or work will get too spread out
   c. ideally one table per designee
   d. storage drawers may be useful
   e. good lighting
   f. separate plant table
3. Ribbon rack accessible to all designers
4. Water supply
   a. conveniently located
   b. deep sink for filling tall buckets
   c. hot and cold water

SAFETY

To prevent slipping or falling:
1. Remove plant debris from floor
2. Place ladder or stool securely before climbing

To prevent cutting-piercing injuries:
1. Exercise caution & common sense with all cutting tools
2. Take care with points of wire or chicken wire
3. Take care with plant parts, i.e. rose thorns

To prevent burns:
1. Exercise caution with hot wire of styrofoam cutter
2. Exercise caution with hot tap water
3. Exercise caution with hot wax or glue
4. Exercise caution with flame or hot plate

To prevent electrical shock:
1. Keep floors dry

To prevent chemical injury:
1. Follow manufacturer's directions
2. Use in well-ventilated areas
3. Do not store or use near food

To prevent injury from mechanical equipment:
1. Follow manufacturer's directions
2. Operate with care

5. Order board
   a. centrally located
   b. individual 'boards' for each designer
6. Storage
   a. sufficient to shelve all materials and supplies
   b. separate storage for seasonal items
7. Sufficient circulation space
8. Miscellaneous items
   a. phone and order pad
   b. wrapping table with supplies
   c. area for finished orders & deliveries
   d. area for receiving
   e. office
   f. rest room

TOOLS & ORGANIZATION

Each designer needs own:
1. Knife
2. Scissors/shears
3. Pencil/pen
4. Wire cutter

Conveniently located tools for all designers use:
1. Steel pick machine
2. Stapler/sta;ing gun
3. Styrofoam cutter
4. Glue, hot wax
5. Large tin snips

Care of tools:
1. Keep clean and dry
2. Sharpen occasionally
3. Return to allocated spaces

FIRST AID

A first aid kit should be available with these basic supplies:

1. Bandages of various sizes
2. Disinfectant
3. Tweezers
4. Scissors

Other safety precautions

1. Emergency phone numbers by the phone
2. Accessible fire extinguisher

DELIVERY

How to keep delivery vehicle clean:

1. Wash exterior as necessary
2. Clean and straighten interior daily

How to maintain delivery vehicle:

1. Routinely check:
   a. oil
   b. tire pressure
   c. radiator water
   d. gas
   e. transmission & brake fluids

What the delivery person should know:

1. How to change a flat tire
2. How to add oil, water, gas, etc.
3. What to do if involved in an accident
4. What to do in case of mechanical problems
   a. check with owner <u>before</u> something happens

Appearance of delivery person:

1. If uniforms required, keep clean & pressed
2. If no uniforms, check with manager regarding proper attire
3. Cleanliness & neat appearance are essential
4. Certain types of attire, i.e., cut-offs, are not appropriate

Attitude of the delivery person:

1. Friendly & courteous at all times
2. As extension of shop, must make good impression on customers

Considerations for organization of the delive

1. Kind & size of vehicle space
2. Number of deliveries to be made
3. Type of orders, i.e., cut flowers, funeral pieces, terrariums, etc.
4. Destination of order(s)
5. Size of territory to be covered
6. Weather conditions
7. Road conditions
8. Traffic conditions
9. Loading precautions to protect plant materials from:
   a. damage enroute
   b. extreme high or low temperatures
10. Type of numbering or routing sheet kep

Considerations influencing the loading:

1. Type of material being delivered
2. Route or sequence of orders
   a. first deliveries near door
   b. plan for railroad crossings, rough roads

How to secure containers, boxes, etc.:

1. Sand bags commonly used to hold baskets in place
2. Racks prevent boxes from falling
3. Rack for hanging baskets
4. Protect glass terrariums
5. Protect plant material from cold temperatures in delivery vehicle & while being taken to door

Delivery procedures:

1. Routing sheet is necessary
   a. list of addresses & type of order
   b. check of completed deliveries
2. Non-deliverable items
   a. leave notive of attempted delivery
   b. designate whether to pick up at shop, if left with neighbor, or when will return with order
   c. note handling on delivery sheet
3. Hospital deliveries:
   a. require deliveries in central area for room delivery by hospital personnel
   b. require delivery person to deliver order to patient's room
4. Funeral home orders:
   a. to ante-room for placement by funeral home personnel
   b. require delivery person to quietly place arrangement in visitation room
5. COD orders
   a. have facilities to make change
   b. make sure correct signatures, amounts, & addresses are on checks
   c. check with manager regarding acceptance of bank charges
   d. give a receipt

6. Special instructions:
   a. supply intelligent answers regarding care of plant material
   b. place 'add water' tag on plant & inform customer that immediate watering is necessary
7. Additional considerations for delivery person:
   a. park vehicle legally
   b. lock vehicle while unattended
   c. keep necessary equipment for minor touch-ups in delivery vehicle
   d. be prepared to maintain vehicle & loading area, stock shelves & run errands

ACTIVITY: DELIVERY UNIT STORY

Optional activities:

1) Use a local map to list 10-15 addresses and types of orders. Have the students practice organizing a delivery route and plan the loading of the delivery vehicle. Ask them to justify their procedures.

2) If students are unfamiliar with basic vehicle maintenance, ask the auto shop, or provide vehicle to demonstrate changing a tire, checking oil, water, etc.

3) Have students check with local florists on the organization of their delivery systems and report back to the class.

ACTIVITY

At the beginning of the week, assign each student to an area of the class floral shop. It will be the student's responsibility to arrange and maintain his/her area in a neat and efficient manner.

Grades will be taken daily during the week of the maintenance/delivery unit. Consider the following when grading:

1) neatness
2) clean conditions for plant material
3) materials & supplies conveniently located
4) safe working conditions

Grade each student on a basis of 1-5:

1 = fired from job
2 = employee on probation
3 = average employee performance
4 = above average employee performance
5 = excellent employee, gets a raise

At the end of the week, total and return each student's final score.

ACTIVITY

DELIVERY UNIT

Dan was hired as a delivery and general maintenance person by the La Petite Fleur Shoppe, owned and operated by Russell and Lillian Fleur. Dan's strong points at the interview were his knowledge of the community, his mechanical ability, and his charm--Mrs. Fleur made the final decision.

Dan was to be at work at 9:00 AM to begin cleaning the van and performing any necessary routine maintenance. The store had an open account at the Jiffy Car Wash/Service Station on the corner. Dan was authorized to use their services without prior permission from the Fleurs. Dan did, however, have to retain a receipt and log all services rendered. (On one occasion Dan juggled the figures to accommodate a tank of gas he charged for his own automobile; later he paid for an equal value of gas for the van.) The daily work with the van usually took about half an hour. So at 9:30 he and the van were ready for delivery.

Occasionally, there were some orders ready then, particularly orders from the previous day that had come in after the 3:30 cut point. Also, orders for cut flowers, potted plants, terrariums, and planters--items quickly made ready--were assigned to morning delivery.

On this particular day Dan had these items to deliver at 10:00:

1 terrarium in a brandy snifter
3 boxes of cut flowers
5 arrangements for Troy & Sons Funeral Home
1 azalea for St. Elizabeth Hospital

He decided to take the funeral pieces first, then the terrarium, two of the boxes (both roses), the hospital plant, and the last box, carnations. He would then go back to the shop for the noon deliveries. He filled out a routing sheet accordingly--delivery number, type of materials, address, results. He loaded the funeral pieces first, bracing them against each other and with a couple of sand bags. The terrarium he put on the seat beside him so that he could keep an eye on it. And he stacked the boxes on top of one another, in front of the azalea.

Troy & Sons had an area in the rear of their establishment for all floral arrangements. There was also a phone directly to their office so an attendant could be notified of a delivery. Dan called as soon as he unloaded the pieces. And he checked each arrangement to make sure the cards were clearly visible and securely attached. Upon leaving the parking area, the load shifted because Dan had not filled in the void left by the five arrangements. Nothing was damaged but one box got dented at a corner. Not worth going back to the shop for a new one, he thought.

Delivery of the second box of roses was to a fifth floor apartment at a downtown location. Fancy--doorman and everything! Dan parked the van at the curb, turned on the flashers, locked up the van, but he left the key in the back door lock. No one noticed.

On the way to the hospital, the terrarium slid against the door handle while crossing a rough railroad--street repairs threw him off his planned course--and cracked the bow. He made a note to redeliver this later, and on his own time. The Fleurs never got upset about accidents, but he didn't want to take advantage when it was his own fault. (Well, maybe only sometimes.)

The hospital delivery had no room number on the card. Dan checked with admissions. (Usually hospital pieces were either missing cards or were wrongly numbered.) He took the plant up to the room; the lady asked what it was. He said, "An azalea. Keep it moist, and don't put it on the radiator."

The last box of carnations was undeliverable. He made a note on the log and left an attempt-to-deliver notice on the door. The note instructed the customer to call the shop and leave instructions, or to call for the order at the shop.

Back at the shop, Dan brought in the broken terrarium for replacement. He swept out the van and looked over the afternoon orders. There wasn't much so Mr. Fleur asked him to go to United Parcel Service office to pick up a box of long awaited ribbons. He stopped for lunch on the way back to the shop.

1. What things did Dan do right?

2. What things did Dan do wrong? How might they have been avoided or remedied?

LESSON TITLE	MAINTENANCE AND DELIVERY
INSTRUCTOR NOTES	LESSON SCRIPT
	Maintenance and Delivery Quiz 1. List 2 main goals in maintaining the work area: a. b. 2. List 4 items which should be routinely checked to insure proper maintenance of the delivery vehicle. a. b. c. d. 3. List 4 items found in an efficient workroom. a. b. c. d. 4. List 3 types of injuries or dangers that might occur in the work area. a. b. c.

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	5. Pick 2 of the following types of deliveries and explain the proper procedure(s) for delivering each: a. non-deliverable item b. hospital delivery c. funeral home delivery d. COD order TRUE/FALSE: _____1. Cleanliness is a major aspect of prolonging the storage life of plant material. _____2. The delivery person should know how to add oil to the delivery vehicle. _____3. Cut-offs are appropriate to wear when making deliveries. _____4. Crowding flowers in the flower bucket is a suitable means of keeping the cooler tidy. _____5. One should load the delivery vehicle to protect plant materials from damage enroute and extreme temperatures. _____6. Each designer should have a work table as large as the space allows. _____7. Hot running water is not necessary in the work area. _____8. A routing sheet should list the customer's name and phone number.

LESSON TITLE	MAINTENANCE AND DELIVERY
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	Quiz Key (30 points maximum) (2) 1. -to give a neat, clean appearance -to provide clean conditions for plant materials and supplies -to keep all materials and supplies conveniently located -to provide safe working conditions (4) 2. oil tire pressure radiator water gas transmission & brake fluids (4) 3. storage refrigerator work or design tables ribbon rack water supply (3) 4. falls burns chemical injury electrical shocks cuts/piercing injury (6) 5. non-deliverable item: leave note of attempted delivery, designate whether to pick up at shop, if left with neighbor, or when will return with order. hospital delivery: deliver to central area, deliver to patient's room. funeral home delivery: deliver to ante-room for placement by funeral home personnel, place arrangement quietly in visitation room. COD orders: facilities to make change, check signatures, amounts and addresses on checks, know policy regarding bank charges, give a receipt.

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INSTRUCTOR NOTES	LESSON SCRIPT
	TRUE/FALSE: (one point each) 1. T 2. T 3. F 4. F 5. T 6. F 7. F 8. F 9. T 10. T 11. F